

CoPilot Live maintains #1 market share in perpetual licence smartphone navigation in Q3 2008

17th November 2008. London UK, ALK Technologies has announced that according to the latest Canals mobile navigation market estimates, its' CoPilot Live navigation software remains the number 1 perpetual license navigation software in Europe, Middle East and Africa in Q3 2008.

The term 'perpetual license' applies to unlimited-use turn-by-turn satellite navigation software purchased for a one-off fee – as opposed to subscription navigation which is usually paid on a monthly or per-use basis. With CoPilot Live, customers enjoy a similar experience to that of a dedicated Personal Navigation Device (PND) on their smarphone, including full-featured turn-by-turn voice navigation without on-going usage costs.

According to Canals, CoPilot Live is also the #2 navigation software supplier in the total EMEA smartphone navigation market behind Nokia and their subscription-based service.

Key statistics:

- CoPilot Live is the #1 provider of perpetual license smartphone navigation in EMEA
- CoPilot Live is the #2 provider of smartphone navigation software in EMEA behind Nokia

Smartphone navigation EMEA - Perpetual License, Q3 2008

Q3 2008	Sales (units)	Market Share
ALK	84100	45%
TomTom	41790	23%
Garmin	35110	19%
Others	24630	13%
Total	185630	100%

Source: Canals estimates, Mobile Navigation Analysis, November 2008, (c) canals.com ltd.

CoPilot Live's continued strength in the increasingly competitive smartphone navigation market is a reflection of ALK's relationships with mobile operators such as O2, Bouygues Telecom and T-Mobile, as well as successful agreements with handset manufacturers such as HTC and Toshiba.

Dan Popkin, Vice President, Sales, ALK Technologies commented "CoPilot Live's dedicated-system performance on a smartphone is helping our partners drive sales not only of navigation, but also handsets at retail. We are committed to providing the best possible navigation experience on a wide range of mobile devices to maintain our leadership in this fast-growing and competitive market."

About ALK Technologies Ltd

ALK Technologies has been developing innovative mobile navigation and transportation technology solutions since 1979. Our award-winning CoPilot™ GPS software is increasingly being adopted as the navigation choice for mobile operators, hardware OEMs and systems integrators globally, while our PC*MILER™ routing and

mapping fleet solutions are used by over 22,000 transportation, logistics and manufacturing companies worldwide. Find out more about ALK at www.alk.eu.com

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